



## Carrington Reflects on NATO's Defense Outlook After INF

The security outlook in Europe after an Intermediate Nuclear Forces treaty eliminating medium- and shorter-range nuclear missiles preoccupies Lord Carrington, the secretary-general of the North Atlantic Treaty Organization. At his Brussels headquarters, he talked to the IHT's political correspondent, Joseph Fitchett, about the West's defense agenda.

Q: Do you see risks in the proposed INF treaty?

A: This agreement will change the landscape of European security considerably, perhaps as profoundly as any development in a generation. It is no green light for nuclear disarmament in Europe — we should not simply keep our foot on the accelerator. But we can be mature enough to accept a good disarmament success when we have one.

Q: After an INF treaty, what is likely to be the next security development?

A: The issues next year are going to be complicated by the U.S. presidential elections. I hope the Soviet Union won't regard the elections as a bar to discussions. They may be a bar to ratification.

Considerable progress has been made on the START talks [about cuts in intercontinental missiles], which are the negotiations now most in the minds of the NATO countries and are probably the priority next year.

Q: After an INF treaty, many analysts expect Mikhail Gorbachev to launch a campaign of disarmament initiatives next spring to color the political climate in Europe. Do you agree?

### MONDAY Q&A

A: Of course he will. He will bombard public opinion with proposals. We've already had lots. In point of fact, many of them — like the INF agreement — are Western proposals that his predecessors rejected. Others of his suggestions sound superficially appealing, but aren't really serious.

Q: I hope we're going to go on negotiating with the Soviet Union, which, thank goodness, has become a more active negotiating partner. But we mustn't over-emphasize arms control talks to the point of neglecting issues such as human rights,

regional conflicts and confidence-building measures, which go to [reducing] the basic distrust between the two sides.

Q: Are you worried about a public perception that NATO is becoming merely reactive and is losing the initiative, particularly in arms control, to a more imaginative Soviet leadership?

A: We all know this is untrue. It is the West that has produced serious proposals — the double-zero solution to INF missiles, the 50-percent cut in START. NATO is slower to get our act together because we're democracies. But we do have to do better in putting our positions across to our publics.

Q: The Soviet Union seems likely to suggest troop cuts in Europe soon. Is NATO going to be fast enough in offering proposals on conventional arms reductions?

A: We shall have proposals. But the problem is infinitely more complex than nuclear disarmament, where you count the weapons and then decide what to do. In trying to reduce the confrontation in central Europe, you're talking about geography from the Atlantic to the Urals, about men, weapons systems — and dozens of nations instead of just two super-

powers. I don't expect a breakthrough on conventional arms control soon.

Q: Is disarmament the main Western priority for next year?

A: We have to keep looking at the Warsaw Pact's formidable capabilities in Europe. So while trying to reduce the imbalance and overall level of weaponry by arms control, we've got to improve our own capabilities. The main priority in this respect is better cooperation among alliance countries in developing new weapons systems.

Q: It's an old theme at NATO, which appears even more urgent now with worsened economic prospects after the stock market crash. Is there any reason for optimism now?

A: The most hopeful development is the realization by European governments — all of them — that the sophistication and cost of modern conventional weapons is so great that there is no way that any one country can do it all themselves. That's making all the European countries want to collaborate industrially on defense.

And we have to pay more attention to the NATO commanders' priorities about the new arms they will require. I'm trying

to get governments to think ahead collectively and not just nationally and in the light of each service's wishes, about what new weapons the alliance as a whole is going to need.

Q: What kind of problems do you anticipate your successor, due to take over at NATO next year, will face?

A: Money for defense: Since alliance countries on present projections cannot remotely match the Soviet Union, we must get more for our money.

Trans-Atlantic relations: U.S. feelings

that

Europe is not spending enough on defense, accusations about protectionism, the falling dollar — all of these are factors that make people in the United States and Congress look again at their commitments, so Europeans must realize that they are going to be required to do more.

He will face a new problem in this respect: the more successful arms control negotiations are, the more vital it becomes to make our constituents realize the need for prudence. We have to remain cautious with the Soviet Union reduces its capacity for offensive operations close to the level of weapons it needs for defense.

## WORLD BRIEFS

### Dispute Preceded Thailand Air Crash

BANGKOK (AP) — The crash of a Thai Airways plane at Phuket Island that killed all 83 people on board in August followed a dispute between the control tower and the pilots over landing priority and clearance, a transcript of their taped conversation published here has disclosed.

The transcript of the final conversation between the Thai Airways Boeing 737 and Phuket airport was carried in a report in the pro-government Bangkok Post newspaper on Friday and confirmed as accurate by airline officials Saturday.

According to the transcript, the pilot of the Thai plane believed that a plane belonging to Hong Kong Airlines was trying to land in front of him. "They are trying to sneak in," the transcript quotes the Thai Air pilot as saying. "The accident occurred during discussions as to which plane was entitled to land first.

### Italy Votes on Nuclear, Judicial Issues

ROME (Reuters) — Italians began voting Sunday in five referendums on nuclear power and judicial reform.

Initial results from the two days of balloting are expected Monday evening, with opinion polls suggesting a majority of voters in favor of doing away with existing laws on the various issues. The Socialist Party of former Prime Minister Bettino Craxi, the second largest in the five-party governing coalition, is the main sponsor of the referendums and argues they are needed to break parliamentary inertia on the issues.

The most controversial referendum could make judges personally liable to civil damage suits for alleged wrongful conviction and other errors. In three other referendums, voters will be asked whether Parliament rather than ministers should be allowed to decide where to put new nuclear power plants, whether subsidies to the towns where they are sited should be ended and whether Italy should cease participating in nuclear projects abroad. The fifth holds out the prospect of making ministers directly accountable to Parliament for alleged offenses in office.

### Jayawardene Upbeat After India Visit

NEW DELHI (Combined Dispatches) — Prime Minister Rajiv Gandhi said after three days of talks with President Jumius R. Jayawardene of Sri Lanka that differences remained on how to end the civil war in Sri Lanka. Mr. Gandhi added, however, that he was satisfied with the outcome of the talks.

Mr. Jayawardene said Saturday before leaving India that the meeting had reached "happy conclusions" and he referred to the discussions as useful. But he said he planned no changes in legislation to carry out the accord between India and Sri Lanka to end fighting by Tamil rebels. The legislation apparently is the source of differences between the two leaders.

Sri Lankan newspapers reported Sunday that Indian troops trying to disarm Tamil guerrillas killed 11 rebels in the Jaffna Peninsula. More than 20,000 Indian troops have been posted to Sri Lanka to disarm Tamil and other groups opposed to the July 29 accord, which calls on India to disarm the Tamil rebels in exchange for Sri Lanka granting more autonomy to minority Tamils in the northern and eastern parts of the island.

(AP, Reuters)

### UNESCO Approves Mayor as Director

PARIS (NYT) — UNESCO's General Conference has voted overwhelmingly to elect Federico Mayor Zaragoza, a former Spanish education minister, as its next director-general.

After being approved, 142-7, the 53-year-old biochemist said one of his top priorities would be to persuade the United States and Britain to rejoin the organization. The United States left the 156-member organization in 1984 and Britain the next year after protesting that the United Nations Educational, Scientific and Cultural Organization was poorly managed, wasted money and had an anti-Western bias.

On Oct. 18, Mr. Mayor's supporters outmaneuvered those of Amadou-Mahtar M'Bow, the incumbent director, to allow the Spaniard to win the nomination of the Executive Board by a 30-20 vote. But there were reported efforts by Mr. M'Bow's embittered supporters to seek to deny Mr. Mayor the backing of the General Conference. Those efforts were abandoned, however, when the Arab bloc threw its 20 votes behind Mr. Mayor.

The talks, which began two weeks ago, focused on the budget and the need to reduce it, and on tax increases and other cuts that could reduce the budget for the 156 member states.

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(AP, Reuters)



Cavalrymen in uniforms similar to those worn during the Bolshevik Revolution parading Saturday through Red Square.

## U.S. Officials Prepare Way For Arms Bill

By Michael R. Gordon

New York Times Service

WASHINGTON — White

House officials and congressional

lawmakers have worked out the basic



## OPINION

## INTERNATIONAL Herald Tribune

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## Devaluing the Dollar

## A Way to Buy Time

If push comes to shove, says Treasury Secretary James Baker, Washington will not raise interest rates to protect the value of the dollar. Mr. Baker has his priorities right: The risk of high interest rates causing recession exceed the risk of a failing dollar leading to a punishing inflation.

Although sensible, this calculation is no substitute for curbing U.S. fiscal profligacy and correcting the allies' misplaced conservatism. West Germany's reluctant decision to reduce interest rates is only a shuffle in the right direction. Until the industrial powers accept the need for close policy coordination, world prosperity will hang by a thread.

With U.S. federal deficits absorbing \$1.5 trillion in savings during the 1980s, America depended on foreigners to provide much of its economy's capital. Now the party is over. Private investors, fearing repayment of their debts in depreciated currencies, are no longer eager to put the next round of import bills on the tab. And that has left the economic powers with risky and unappealing choices.

Central banks could go on purchasing the dollars shunned by private investors, in effect supplying the yen and marks that Americans need to keep on buying all those Toyotas and BMWs. But the appeal is wearing thin for German and Japanese bankers, who have been forced to absorb tens of billions of dollars in the last few months.

America might, of course, coax back private foreign capital by raising interest rates. But more expensive credit would cut car sales, housing construction and industrial investment, likely pushing an already wobbly American economy into recession. That is why Mr. Baker prefers to let the dollar slide. His strategy has the added advantage of making U.S. goods more competitive, thus reducing the U.S. trade deficit and the U.S. appeal for foreign capital. But the 10-to-30-percent fall in the dollar needed to right the trade balance quickly would raise U.S. living costs by 2 or 3 percent. In the process, the dollar's descent could trigger panic in both the currency and the securities markets as dollar investors rushed for safer havens.

At best, dollar depreciation is a tactic for buying time. The United States made its way through the 1980s saving too little, while West Germany and Japan saved too much. Changing exchange rates would not painlessly resolve underlying imbalances; it would simply redirect the financial stresses.

With foreign capital unavailable, the U.S. Treasury would be forced to compete with private investors for scarce savings. Such competition all too often creates inflation. West Germany and Japan would be in trouble, too, unable to export their surplus savings; they would face stagnation.

There is no telling, then, how the Reagan administration's policy on the dollar will play by itself. The policy's effect will depend on more basic decisions. America must contain the budget deficit, creating room to finance domestic investment from savings.

Japan and West Germany must stimulate domestic demand, allowing their economies to operate at capacity without spewing hundreds of billions of surplus capital into the American market. A well orchestrated devaluation for the dollar could make this process easier, but the real payoff lies in taking these two steps as quickly as possible.

— THE NEW YORK TIMES

## Part of the Solution

Now that the dollar is falling, how far down is it going to go? There is no reliable way to forecast that, for the process is hard to control and the foreign exchange market has a notorious tendency to overshoot. As long as the Reagan administration declines to interfere, the dollar's exchange rate will be set by the number of dollars that foreigners want to buy. The fall can feed on itself. If investors think that a currency will keep dropping, they are unlikely to want to buy much of it, and their predictions then become self-fulfilling. In those circumstances, the dollar could fall a long way.

To which many economists will say: Good. That is the conventional way to end a trade deficit, and the gigantic U.S. trade deficit needs to be ended. America's foreign debts are piling up much too fast for safety.

But there is a little more to it than that. The Congressional Budget Office has produced a study showing that the trade deficit is on a rising trend, and that of all the standard prescriptions only two would actually reduce it: a recession or a falling dollar.

A typical medium-sized recession, lasting half a year, would have only a very modest and short-lived effect. Devaluing the dollar would be far more effective. But here again, the CBO's model showed the relief is temporary. If there is no other and deeper change in the economy, even deprecating the currency will only transient relief.

Recent British experience makes that point clearly. Beginning in 1987, Britain repeatedly turned to devaluation of the pound to try to get its economy moving faster. But as the pound fell, growth sputtered and unemployment rose. Letting the pound fall turned out to be no automatic ticket to prosperity. Nor, incidentally, does a rising currency necessarily choke off growth. The pound has been rising steadily against the dollar for nearly three years, and Britain's growth rate has been rising as well.

For six years the Reagan administration has pushed American incomes artificially high by running the large budget deficits that produced, in turn, large trade deficits. But the lenders are beginning to cut off the loans that made it all possible. Incomes will have to come down by taxation or by inflation. Productivity and quality of output have to rise. To rely solely on devaluation to deal with the trade balance will generate inflation, weaken America's credit abroad and pass the basic repair job on to the next president.

— THE WASHINGTON POST

## The Filipinos' President

Is President Corazon Aquino of the Philippines up to her job? That question comes a short year after she was hailed as a political messiah. The Reagan administration recognizes that one extreme is as invalid as the other. Mrs. Aquino remains one of Asia's more attractive political leaders.

What she needs from the United States is consistent, realistic political support and as much aid as Washington can possibly afford. Last week's murderous attacks on American personnel, with warnings of more to come, should not deflect the administration from seeing through the democratic transition it had triumphantly championed two years ago.

Americans have long been prone to simplistic visions of Philippine events, while remaining remarkably ill informed about the real problems of that former colony. Since independence they have stressed the common heritage and the strategic ties, but have rarely paused to consider the economic and social legacies of colonialism and the narrow social base of the Manila government. American presidents from Richard Nixon to Ronald Reagan convinced themselves that Ferdinand Marcos was an anti-Communist bulwark, even as his corruption and insensitivity

made thousands of new Communist recruits. No sooner did the myth of Marcos as savior begin to yield to facts than a new one arose. Mr. Marcos became the arch villain and Mrs. Aquino the inspirational heroine in the wings. She came to embody that perennially hoped-for American favorite, "the moderate centrist," the alternative to revolutionaries, she is, in fact, a moderate, but she is also in a revolutionary crisis that sharply constrains her political options.

In celebrating her "people power" victory, scant attention was paid to the implications of military mutiny, weakening a tradition of obedience to civilian control. And it is too often forgotten that because Mrs. Aquino is part of the discredited old oligarchy, she has a special need to tend to the long-isolated and land-hungry rural poor. She has had her share of failures but retains the democratic mandate she won at the polls. She remains what she has been all along: an honest, appealing, fallible leader trying her best to consolidate a new democracy. It is an exceedingly difficult challenge, which Americans should not make more so by oversimplification and impatience.

— THE NEW YORK TIMES

## Other Comment

## Congress, Too, Is at Fault

The demand is for Mr. Reagan to show "leadership," as if he were the only person who mattered in Washington. But all presidents, Mr. Reagan has to cope with an unruly Congress in his case made even more unmanageable by the fact that it is controlled by the opposition party; he does not enjoy the luxury of a disciplined parliamentary majority which can be whipped into whatever lobby the prime minister decides. If there is a crisis of leadership in Washington it is a crisis for the American political system, not just the White House.

— The Sunday Times (London).

## Bourguiba's Line Endures

In his statement on Radio Tunis, the successor of Habib Bourguiba, Zine el-Abidine Ben Ali, paid tribute to the "enormous

sacrifices" endured by Mr. Bourguiba "for the liberation of Tunisia and its development." Mr. Bourguiba's ouster is unlikely to lead to notable changes in foreign policy.

The new head of government, Hedi Baccouche, and the figures who enter the cabinet are "moderates" opposed to any reversal of alliances. These have always been oriented toward the West, and there is nothing to indicate any departure from that policy.

— Le Journal du Dimanche (Paris).

An announcement over the radio of the removal of a head of state by his number two is not in itself an event that the democracies can be pleased with. In the very particular context of Tunisia, it is clear nonetheless that what has happened resembles a lesser threat. [Mr. Bourguiba] was no longer mentally fit to exercise absolute power, and he was refusing to let go.

— Le Monde (Paris).

— THE NEW YORK TIMES

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Editor for Asia: Michael Richardson, 5 Canterbury Rd., Singapore 0511. Tel: 472-7768. Telex: RS5928  
Managing Dir. Asia: Malcolm Glenn, 50 Gloucester Road, Hong Kong. Tel: 5-8610616. Telex: 6170  
Managing Dir. U.K.: Robin MacKintosh, 63 Long Acre, London WC2. Tel: 836-4800. Telex: 262009  
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EDWARD R. MURROW'S FRONTLINE

BY EDWARD R. MURROW

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## Same Facts, A Different Message

### 'Pot' and the Presidential Race

Gore and Babbitt Admit Marijuana Use as Young Men

By Michael Specter and James R. Dickinson  
*Washington Post Service*

**PARIS** — Language has replaced facts as the central component of the debate. Bombarded with details of often unrelated facts, citizens both prey and accomplice to those who can organize any group of facts into a coherent "truth." Mr. Reagan's mastery of this technique was on display again in a speech last week that was received in Europe but not seen in America.

The speech was an opportunity for Europeans to concern themselves with Mr. Reagan's handling of marijuana. He seemed aware that he spoke in a context of an effort to abandon reliance on offensive nuclear weapons to defend the Soviet Union and its Warsaw Pact allies from attacking NATO members.

Following revelations that Douglas H. Ginsburg, President Ronald Reagan's nominee to the Supreme Court, had used marijuana, nearly every presidential aspirant responded Saturday to questions about whether they had ever used drugs. Many of the statements came before Mr. Ginsburg withdrew his name from consideration.

Three Republicans — Pierre S. du Pont 4th, Senator Bob Dole of Kansas and Representative Jack Kemp of New York — said they have never used illegal drugs of any kind, as did four Democrats — the Reverend Jesse L. Jackson, Senator Paul Simon of Illinois, Governor Michael S. Dukakis of Massachusetts and Representative Richard A. Gephardt of Missouri.

Mr. Gore, 39, said just before a presidential candidate forum at the Florida state Democratic convention in Miami that he had smoked marijuana when he was in college and the Army but that he has not touched it in 15 years.

On Friday, he said in Mobile, Alabama, that he had never smoked marijuana as an adult, but when asked whether he had done so in college, he responded that it was an "inappropriate question."

The response to revelations that Judge Ginsburg had smoked marijuana while a professor at Harvard Law School was so swift and negative that Mr. Gore and other politicians apparently decided they could not afford to ignore the issue.

It was too early to tell whether the revelations would be damaging, but initial reaction by some Gore supporters in Florida was negative.

"People of my generation are shocked because they've never been exposed to drugs or used them," said William Crotty, 56, a Daytona Beach lawyer who is Mr. Gore's top Florida fund-raiser. "My generation is where the funding comes from. He gets high marks for honesty, though."

Judge Ginsburg's nomination was not on real steady legs before that thing," as Robert Teeter, a Republican polisher, said. Questions had been raised about his lack of legal experience, his ownership of

beats me." Mr. Babbitt said that he had not used the drug since the 1960s.

Also at campaign events in Iowa on Saturday, Mr. Kemp, Mr. Dole and Mr. du Pont said they had never used marijuana.

In Saturday's editions of the Providence Journal-Bulletin, Mr. Dukakis, Mr. Gephardt and Mr. Jackson said they had never used any illegal drugs.

In Iowa, Mr. Simon said when he was in high school, "I don't think I even had heard of marijuana," adding, "If people wanted to have a wild time they would sneak off with a six-pack of beer." He said he had taken part in that activity.

"I didn't like it and never tried it again," he said.

Mr. Gingrich said that he had

used marijuana only once, and that it did not affect him.

"The historical record is that 19 years ago, I used marijuana once at a party late at night in New Orleans," he said, adding, "It didn't have any effect on me."

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## How Some Funds Sidestepped the Collapse

By David Lanchner

**T**HE Standard & Poor's 500 index fell 17.8 percent and the majority of equity mutual funds tumbled more than 20 percent. Yet despite the distinctly hostile environment that reigned in the stock market in the last two weeks of October, at least one group of funds proved surprisingly resilient: the asset allocators.

Asset allocation funds attempt to reduce volatility by investing in a variety of holdings from precious metals to equities, and diversification best explains why they fared better than other mutual funds. Asset allocators posted an average return of 5.3 percent from the start of the year through Oct. 29, according to Lipper Analytical Services. This compared with a negative 4.62 percent return of the standard equity fund and the S&P's anemic 1.07 percent showing.

This seeming ability to sidestep the storm that swept through the market last month has not been lost on the public. At a time when many mutual funds are experiencing heavy redemptions, the asset allocators are registering minimal redemptions and in some cases are even attracting new customers.

Still, many industry observers say they are not convinced that asset allocation funds offer the best investment strategy, especially if the market's fortunes change. While agreeing that the lower volatility of these funds is appealing, they remain concerned about what they consider critical defects in strategy.

For some funds, these include an unusually heavy reliance on historical price movements to forecast returns and divide assets accordingly. And in the case of the most flexible funds, there is a tendency to concentrate big investments in certain areas.

There are a half-dozen funds that are considered to be pure asset allocators by the Investment Company Institute, the leading trade organization for the U.S. mutual fund industry.

### Limiting Losses

The total return of selected asset allocation funds compared to general equity funds and the Standard & Poor's 500 index.

| Fund                         | West Coast | East Coast |
|------------------------------|------------|------------|
| PaineWebber Asset Allocation | +6.7       | +1.3       |
| Right Time                   | -1.3       | +15.9      |
| Permanent Portfolio          | -4.9       | +10.2      |
| Blanchard Strategic          | -11.6      | +14.5      |
| USAA Cornerstone             | -12.4      | +11.5      |
| General equity funds         | -16.6      | -0.5       |
| Standard & Poor's 500        | -16.7      | +2.5       |

Source: Lipper Analytical Services

Some constantly shift the percentage of holdings among a wide range of investment groups, while others maintain fixed percentages. Still others limit themselves to a narrower range of investments — typically, stocks and bonds.

The two diversified funds with the greatest flexibility, Blanchard Strategic Growth in New York and Bailard, Biehl, Kaiser Diversa in San Mateo, California, showed higher-than-average losses for asset allocators during the October collapse.

Blanchard fell 11.6 percent during the worst week of the crash and BBK Diversa fell 8.82 percent. In the same period, the average asset allocator dropped only 6.2 percent. The S&P and the average general equity fund both fell ahead of 16.5 percent.

"The degree to which the flexible funds dropped is not surprising," says Gerald Perritt, the editor of The Mutual Fund Letter in Chicago. "When they shift assets, they tend to make big bets, which can translate into significant losses when the market turns down."

The funds divide their assets into four basic groups: foreign and domestic stocks, gold and bonds. BBK also invests in real estate partnerships.

Management at both funds ac-

knowledge that losses would have been closer to the S&P and general equity fund averages if they had not begun pulling out of stocks before the market collapsed. Andre Sharon, chief portfolio manager for Blanchard, says his fund had as much as 73 percent of its assets concentrated in domestic and foreign stocks as recently as July. During the crash, Blanchard reduced that stake to 48 percent, boosting cash and precious metals holdings.

"Unfortunately," says Mr. Sharon, "those precious metals assets were in the form of equity for greater leverage. Their value raced ahead of bullion's and they got hammered in the market collapse."

Blanchard's portfolio is almost evenly split between gold, domestic and foreign equities, bonds and real estate. While it tends to be value oriented in its

domestic stock portfolio, its international portfolio, like those of the other asset allocators, is heavily weighted toward more speculative markets like Japan.

Both funds have since increased bond and cash holdings with BBK putting 59 percent in this area; Blanchard boosted its exposure to 48 percent. For the moment, neither fund is making big plays. "I just don't know where the markets are going," Mr. Sharon says.

Although Blanchard and BBK consider themselves value investors, a number of experts believe their allocation strategy is more akin to speculative market timing. "Only those willing to stomach the risks of an aggressive general equity fund should consider putting money in it," says Royal LeMier, editor and publisher of the Mutual Fund Specialist in Eau Claire, Wisconsin.

Janet Brown, editor of the San Francisco-based No Load Fund X, says the more flexible funds should be evaluated on the basis of management skills, not their claims of safety.

Funds that pursue a fixed asset allocation have done no better over the long term. USAA Cornerstone limited its losses in the week following the market's slide. It showed a negative return of 12.42 percent in the seven trading days that ended Oct. 23, according to Lipper.

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tends to be value oriented in its

holdings the yield rises, but so does the risk. For example, two weeks ago, funds that invested solely in Treasury obligations yielded 5.77 percent, says Susan M. Cook, editor of Domoghe's Money Fund report, a newsletter that surveys the funds each week.

Funds that also invested in government agency paper, like obligations of the Federal National Mortgage Association, yielded 6.29 percent.

The riskier funds buy top-rated paper of banks and corporations; Eurodollar deposits; Yankee dollars, deposits at domestic branches of foreign banks, and various low-rated paper. The most aggressive funds yielded 6.75 percent, almost a full percentage point more than those buying just Treasury bills.

Yields may also reflect different administrative costs. While money funds have no sales charges, investors are well advised to check the prospectus to see that the fund's expenses are in line. Expenses of one-half to three-quarters of 1 percent of fund assets are considered reasonable. Anything higher than that — there are a number of funds whose expense ratios approach 1 percent, Mr. Markese says — should be avoided.

The funds typically invest in a mix of Treasury securities, negotiable certificates of deposit, commercial paper and other highly liquid, short-term securities. "The safest thing in the world to own is a Treasury bill," says John Marke, director of research for the American Association of Individual Investors.

As a fund increases its other

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Three weeks ago, skittish investors moved \$9.64 billion into taxable money market mutual funds, a record one-week inflow, with most of that money coming from sales of shares of mutual funds that invest in stocks.

The total assets of the money funds rose to \$256.84 billion, also a record, according to the Investment Company Institute, an industry group. Two weeks ago, the funds took in \$1.16 billion more. Many banks have also been experiencing a surge of deposits in their money market accounts, which pay market rates of interest.

Money funds — there are 410 taxable ones and 135 that are tax free — are diversified portfolios of short-term money market securities offered by brokerage firms and mutual fund companies.

Investors can check the maturities of the various funds in the financial pages of U.S. newspapers. The average maturity is about 40 days. Mr. Parker recommends asking questions if the term extends beyond 100 days.

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Andre Sharon

Investor, is that the model used by Permanent Portfolio to divide its assets is based on market movements in the 1970s.

The Paine Webber Asset Allocation fund in New York and the Claremont Combined fund in California are perhaps the easiest for investors to understand, because they limit their investments to stocks and bonds.

Yet, Michael Lipper, president of Lipper Analytical Services, says that such funds are the most volatile of the asset allocators. Indeed, Paine Webber's portfolio was among the best performers in the week of the crash — up 6.07 percent — largely because 83 percent of the fund's assets were in bonds.

Services. Minimum initial investments range from \$500 to \$50,000 with most funds requiring \$1,000 to \$2,500. Most funds do not allow investors to write checks below a certain amount, typically \$500.

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## COINS

## PRECIOUS METALS

## The Premium On Minted Memories

By Cynthia Catterson

**I**N RECENT years, commemorative coin issues have become a convenient way for governments to raise revenue. Indeed, almost every major event in the world seems to be chronicled by the local mint. But the flood of new issues has not translated into the kind of investment opportunities that the purveyors of these coins would have the public believe.

"Now it's gotten to the point where every country, big and small, is finding excuse to mint them. The end result is that there are few that have any relevance in terms of investment," complains Paul Wood, senior cataloguer in charge of coins at Sotheby's auction house in London.

"This is not to say that all commemorative coins have no investment appeal. In general, coins struck before the 1950s continue to appreciate in value. For example, the set of British coins struck for the 1937 George VI coronation, which originally sold for £10 are now worth about £120.

Mr. Wood, however, says that most of the modern commemoratives auctioned at Sotheby's command little more than the going rate for the silver and gold they contain.

In large measure, the depressed prices reflect the frequency of new issues, as well as the sharp increase in number of coins minted for each occasion. "Thirty years ago, 10,000 coins in an issue was considered very big. Nowadays, that would be considered modest," says Alastair Gibb, a coin specialist who writes frequently about coin investing from his home in Fife, Scotland. Indeed, issues in the millions these days are not unusual.

In addition, he says, the nature of the market is changing. Once dominated by numismatists who cast a critical eye on every new issue, the market is now much broader and populated by individuals who are more interested in coins as gifts and souvenirs.

The lack of consumer expertise, Mr. Gibb argues, has allowed sales agents to increase premiums. This, in turn, depresses their value on the secondary market. "The newer issues are offering less rarity at a higher premium, so the chances of appreciation are usually nil," he explains.

Unlike bullion coins, which are sold to investors who are looking for a hedge with precious metals, commemorative coins are generally limited edition pieces sold to collectors. The typical premium for a bullion coin is between 5 percent and 7 percent above the metal content, for commemoratives the premium can be as high as 30 percent and 60 percent.

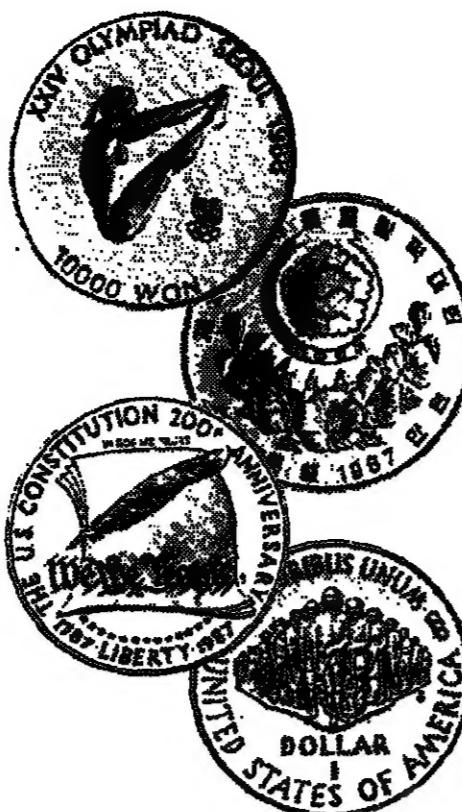
For these reasons, coin specialists caution individuals against buying modern commemoratives solely as investments. "Collecting commemoratives is much like collecting art. Very few people buy it just for investment purposes, they do it because they enjoy it," says John P. Norris, head of the precious metals department at Citibank in New York.

Alfred Charles Uecker, head of precious metals at Bank Leu in Switzerland, "If you buy a commemorative coin, you will have a nice coin and pay a high premium to have it. It is better to stay concentrated in bullion coins if you are investing in coins."

Still, for collectors with an eye toward investments, there are some guidelines to be aware of when selecting a coin.

For one thing, details such as design and condition can affect the value of a coin on the resale market. An older coin that has been cleaned, for example, could be worth less than one that shows its age. However, a proof coin, a specially minted piece with a mirrorlike finish, should never be removed from their sealed plastic cases because their resale value can fall if they are smudged with fingerprints.

Though the value of a commemorative coin is



### Commemoratives

Top, a one-ounce, 10,000-won silver coin commemorating the Seoul Olympics. Below is the one-dollar coin issued in connection with the U.S. constitution's 200th anniversary.

affected somewhat by the price of precious metals, demand in the collectibles market ultimately determines the pace of appreciation. Scarcity is the most important factor. Therefore, individuals must consider both the number of coins that were minted and the base of collectors for a specific issue.

"It's not so much the number minted as it is the number minted compared to the demand. A coin with 5,000 mintage could be fantastic in a niche market," notes Mr. Norris at Citibank.

A good illustration is the U.S. Statue of Liberty coin, which commemorated the statue's centennial last year. Although it was a large issue, 500,000 coins, the celebration surrounding the event had a large international participation. In the end, demand for the coin exceeded the supply. At one point the \$5 gold coin which originally sold for \$165, was commanding \$600. Today, the coins sell for about \$350.

Forecasting demand, however, is risky. Speculators hoping that this year's U.S. Constitution coin, minted to honor the bicentennial of the U.S. Constitution, would generate similar returns as the Liberty coin, learned this the hard way.

**T**HIS EVENT did not capture the same worldwide attention as the Liberty coin. Furthermore, explains Alan Posnick, vice president at Manfra, Tordella and Brookes, a New York coin dealer, the U.S. Mint struck one million Constitution coins, twice as many as were minted for the Liberty series. As a result, the price of the \$5 uncirculated gold coin has more or less remained unchanged since it was issued at \$235 a few months ago.

Some coin experts suggest that demand peaks when a popular theme, such as an Olympics, overlaps with a country whose coins are popular among collectors.

This may be the force driving the high demand for the Seoul Olympic coins at the moment, says Mr. Posnick, the only firm in the U.S. to market the coins.

Meanwhile, those wishing to sell their poorly performing commemoratives, might find a kinder market if they wait until another, similar event occurs.

"There is always a brief surge in interest in previous Olympic coins while an Olympics is in progress," says Mr. Posnick.

## Gold's Tarnished Image as a Haven

This year, it has proved to be one of the better-performing investments

By Anise C. Wallace

**W**HEN investors fear the return of high inflation or believe financial calamity is imminent, gold is the usual safe haven of choice. Yet, despite the gyrations of the stock market, many successful investors do not believe either of those developments is likely.

Most strategists are even recommending that investors stay away from gold. And those who already own bullion or gold shares, these advisers say, should sell before prices drop further. "I can't see owning gold unless you think the whole system is going to unwind," says Neil J. Weissman, general partner of Chimaera Capital, who moved his clients' funds into Treasury bills a week before the market fell apart.

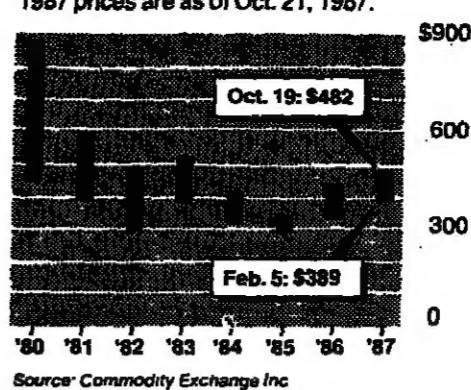
Most money managers are avoiding gold for three chief reasons. They do not view the recent panic on Wall Street as a warning that the financial system is on the brink of collapse. "Greenspan demonstrated that the Fed stands behind the system," says Richard Russell, editor of the Dow Theory Letters, referring to Alan Greenspan, the chairman of the Federal Reserve Board.

These advisers also do not see a return of the double-digit inflation. In fact, many financial experts believe that deflation is a more likely possibility. "I think the market is not prepared for mild deflation, definitely not inflation," Mr. Russell says. The third reason to avoid gold is that it will not rise further, they say, because there is a fairly stable balance of supply and demand.

Until recently, the price of gold had been climbing from

### Gold: A Barometer of Financial Jitters

Yearly range in the spot prices of gold traded on the Comex, in dollars an ounce. 1987 prices are as of Oct. 21, 1987.



the recent low set in February 1985. As the dollar declined in value, the price of the metal surged. In fact, this year it was one of the better-performing investments. The price of bullion was up 17 percent, and gold-oriented mutual funds, which invest in the stocks of gold-mining companies, were up even more.

But gold moves on emotion, and that keeps many professionals from buying it. "I have a hard time getting on psychology," says Jonathan Berg, president of New York's Berg Capital Corp. And psychology has driven gold higher for much of this year. Indeed, throughout 1987 experts have suggested that the metal's price advance has been based on fear of the tensions in the Persian Gulf and the recession, rather than the reality of higher inflation.

Professional investors dislike gold for a variety of reasons. They think the psychology of gold investors is overly bullish. When sentiment is optimistic, that indicates gold followers remain fully invested and no one is left to buy. Moreover, the stocks of mining companies, one of the

more favored vehicles for investing in gold, are extremely vulnerable, according to many analysts. Prices of mining companies increase faster than the price of gold because an increase in the metal raises profit margins at a faster rate.

At their peak, mines were selling at 70 times their earnings. Gold-oriented mutual funds were up more than 75 percent before the stock market began its fall in September.

**D**ESPITE THE concerns of these advisers, some financial planners suggest that individuals maintain at least 5 to 10 percent of their savings in gold at all times. That way, they say, investors are protected no matter what happens. Gold is "somewhat of an irrational investment," concedes Christian S. Delessert, vice president of Seidman Financial Services in Boston. But she says it has a "definite" place in a portfolio.

Investors who decide to own gold have several ways they can invest:

**Bullion:** Investors can buy gold coins and lock them in a safe deposit box. Or they can buy bullion from dealers. Coins, like the American Eagle, the Canadian Maple Leaf or China's Gold Panda, carry a premium over the gold bullion content but they do not have to be assayed and can be stored more easily than bullion.

**Gold stocks:** The stocks of mining companies are considerably more volatile than bullion. Certain ones, like those of South African mining companies, have political risks as well.

**Gold-oriented mutual funds:** Individuals who want to own mining stocks but do not know which ones to select will be most comfortable with a fund that owns a broad range of gold stocks.

**Gold futures:** This is probably the most speculative way to invest in gold. Gold futures contracts require investors to buy or sell gold at a specific price on a specific date, no matter what metal happens to be trading for that day. Profits can be huge, and so can losses.

**CDs tied to gold:** The Wells Fargo Bank in San Francisco introduced "gold market certificates" earlier this year. The interest rate of these certificates of deposit is tied to the price of gold. As with other certificates, the holder's principal is guaranteed up to \$100,000. But there is no guaranteed interest rate.

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## The Bullish Case for Another Surge in Platinum

By Alice Oshins

**I**T IS MORE volatile, unpredictable and ever more expensive than any other precious metal. Yet, for analysts who have spent the last couple of weeks scanning the horizon for signs of a resurgence in metal markets, there are strong fundamental arguments for another rally in platinum.

"Platinum is potentially the most attractive, while being the most volatile," says Fredric Levin, general partner of Lazard Frères & Co. in New York. "We're bullish on platinum, but in the context of diversification."

Even though precious metals prices have slipped in recent weeks as lower interest rates have eased inflationary concerns, metals specialists contend that platinum's scarcity is bound to play a role in the metal's fortunes over the long term.

Only three million ounces are produced each year, as opposed to 80 million ounces of gold. And 80 percent of the world's total supply

comes from three mines in South Africa, Rustenburg, Impala and Western. The Soviet Union and Canada produce the rest.

Demand continues to grow, however. Platinum is already widely used in electronics, and its industrial use is expanding. It is estimated that it is used in the production of one in five manufactured goods nowadays.

Already an integral component in catalytic converters for automobiles in the United States, some analysts see a shortage developing in 1988 when the European Community mandates converters.

Investor demand is also growing. Purchases solely for investment now account for 16 percent of total demand compared to two percent five years ago. "The appetite for platinum has been tremendous," says Jacques Luben, director of the Platinum Guild International.

Over the past year, fear of inflation and a weaker dollar have been the locomotives behind the surge in platinum prices. In February 1985, the metal hit a low of \$236 an ounce and has been climbing for 2½ years to its current range of \$580 to \$600 per ounce. The \$539 average price for platinum for the first three quarters of 1987 is up 36 percent over last year's average of \$410 for the same period.

The climb, of course, has not been smooth sailing and underscores the metal's volatility. In September 1986, for instance, concern over heightened unrest in South Africa pushed the price of platinum to a high of \$682 per ounce. Yet, at month's end platinum was at \$540 an ounce, a \$142 tumble.

By December, platinum had dropped to \$540 an ounce before resuming its climb to \$535 per ounce by January 1987. The metal

then peaked again at \$620 an ounce last April with talk of stabilizing the dollar. Since then, prices have slipped back to around \$525.

**F**OR many investors, volatility remains platinum's biggest appeal and sets it apart from gold and silver. Wherever precious metals prices go, so goes platinum — only more so. "Prices rise and drop quickly in this market," says Rhona O'Connell, precious metals analyst at Shearson Lehman Brothers in London.

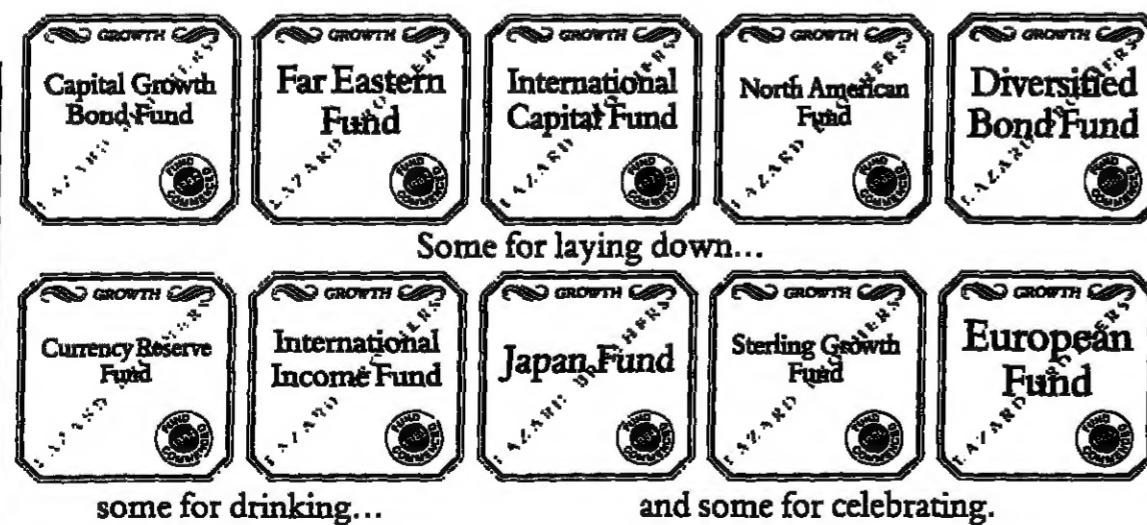
When gold peaked at \$825 in 1980, platinum was at its all-time high of \$1,045. But when gold fell to \$298 per ounce in 1982, platinum sunk even lower to \$244 per ounce. Still, when the precious metals take off, she says, "platinum is the strongest performer overall."

Some metals analysts believe platinum prices will recover to a broad trading range of \$580 to \$600 over the next few months. In three to five years, however, a number of experts say there is a good chance that platinum will beat its 1980 high of \$1,045 when the metal topped out at the height of inflation.

"Platinum could even go as high as 10 to 12 percent beyond that level to \$1,200 to \$1,300," says Martin Armstrong, a technical analyst and president of Princeton Economic Consultants.

Still, metals analysts caution that even the upbeat outlook would change dramatically if the world economy slips into recession, a chronic fear in the wake of the stock markets decline. The platinum market, they note, is dominated largely by industrial use, and a sluggish economy is bound to trim demand.

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## FUNDS

## Reassessing Funds That Mirror Market Indexes

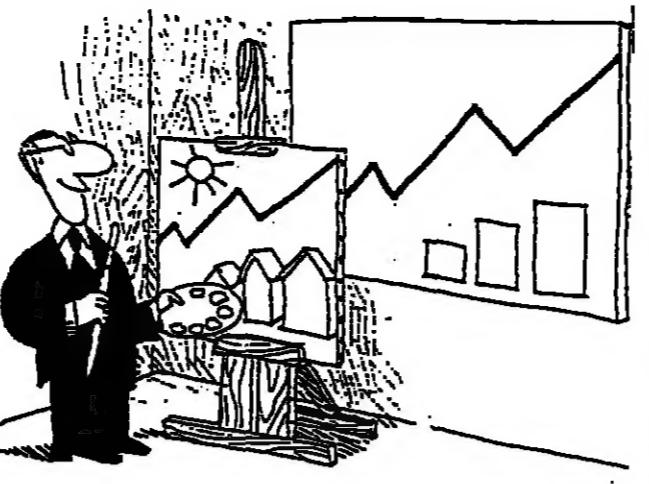
By Joan Westreich

New York

HERE has always been a logical appeal to index funds. About one out of four fund managers successfully outperforms the market, the argument goes, so it makes sense for investors to be content with simply mirroring the performance of some widely accepted gauge of stock values, such as the Standard & Poor's 500 index and Dow Jones Industrial Average.

For much of the bull market, that was an approach that paid off handsomely. To a large extent, the rally in stocks was concentrated in the blue chip issues that make up the major indexes. The strategy that says "you can't beat them join them" was a winning one.

But when the slide in stock prices hit Oct. 19, index funds declined in tandem with the Dow and other popular measures. Many funds with managers who actively manage the portfolios cushioned the fall by reducing exposure to stocks or particularly vulnerable sectors. In the week from Oct. 15 to 22, the average performance of U.S. mutual funds



was the firm's second most popular fund for new investments among its stable of 46 funds. Launched in 1976, the fund was the first such vehicle for individual investors. It has 35,000 shareholders and \$865 million in assets, down from about \$1 billion before the stock market drop.

Mr. Matthes is unperturbed about the fund's 16.73-percent decline in the week ending Oct. 22. "It's to be expected," he explains. "The fund has about a 99-percent correlation with the market and did exactly what it should do."

He says that an index fund is for sophisticated investors who are in for the long haul. These investors understand they're just taking market risk: no more, no less.

Mr. Matthes explains. The biggest users have been pension funds, which have about \$123.6 billion in equity index funds run by outside advisers. Pension funds manage on their own another \$30 billion in indexed assets.

So for this year, the Vanguard fund's total return, including reinvested dividends and capital gains, is a mere 3.06 percent. But long-term figures offer a different perspective. In the five-year period ending Dec. 31, 1986, the Van-

guard index fund has returned 141.15 percent compared with an average return of 117.28 percent for all equity mutual funds, according to Lipper Analytical.

Beyond the long-term performance, index funds have the added allure of being low cost investment vehicles. Since matching an index eliminates the need for high-priced fund managers and research departments, costs are kept low. Vanguard pockets a skimpy 0.28 percent of assets for managing the fund.

Still, a number of money managers dismiss the so-called passive

strategies of index funds, especially in current market conditions. "Today index funds are one of the worst investments," asserts Kent Kramer, a financial planner with Atlanta-based Walker Capital Management Corp. "We're in a stock picker's environment right now."

Another company offering an S&P 500-based index fund is Boston's Colonial Group of Mutual Funds. Its United States Equity Index Fund charges a one-time sliding-scale sales fee, depending on the size of investment, of up to 4.75 percent.

One of few entries based on the Dow Jones Industrial Average is

the Bench Blue Chip fund. The fund invests in only 33 stocks, including the 30 blue chip stocks listed on the Dow industrial.

Bench Blue Chip charges a 2 percent sales fee and requires a \$1,000 minimum deposit.

The popularity of the index

approach also has spawned a range of investment vehicles that seek to offer representative exposure to certain types of stocks. One example is Colonial's Small Stock Fund, which seeks to mirror the performance of lesser known, secondary stocks in the United States.

Investors can use the Colonial fund to gain exposure to smaller stocks while at the same time achieving more diversification than they would otherwise have if they tried had to buy shares directly.

A similar, passively managed fund of small stocks is offered by Dimensional Fund Advisors of Santa Monica, California.

Colonial also offers an interna-

tional fund linked to Morgan Stanley Capital International's fund of European, Australian and Far Eastern stocks. Tracking international indexes poses special problems, though, given the narrowness of many non-U.S. markets.

Colonial's fund is the second

smallest of the global funds, and

so far seems to mirror the move-

ments of the global stock market.

Surprisingly, the best works were

the least offerings of top artists and

the most buyers — or minimum

bid prices — ever seen.

John Ruschberg's "Rockwash,"

an study of paint and texture,

was the most expensive — \$10,000.

That was a record for the artist and almost doubled

the price of "Rockwash," the sec-

ond highest ever for a number of rea-

sons, including the eight

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## Indexes

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Investors can use the CEF fund to gain exposure to stocks while at the same time achieving more diversification than they would otherwise. They tried had to buy shares of a similar, passively managed fund of small stocks offered by Dimensional Fund Advisors.

Colonial also offers an international fund linked to the Stanhope Capital International Fund of Europe, Australia, Far Eastern stocks. These international indices pose problems, though, given the rowiness of many markets.

## Taking the Art Market's Pulse

New York sales went well, but caution persists

By Joan Westreich



**W**HEN the world's stock markets came crashing down last month, the tremors extended to the well-appointed offices of auction houses in London, New York and Geneva. There was dire talk of an abrupt halt to the record-shattering climb in art prices in recent years.

An initial test of those worries came last week in a round of contemporary art auctions in New York, the first of the important holiday sales season. The tentative assessments were that the market had indeed felt a jolt, but the damage so far seems minimal. If anything, the results give new testimony to the resilience of the global art market.

Not surprisingly, the best works were sold, while lesser offerings of top artists and paintings with lofty reserves — or minimum selling price — went begging.

Robert Rauschenberg's "Backwash," an abstract study of paint and lettering from 1959, went for \$314,000. That was a record price for the artist, and almost doubled the previous high. The work was bought by an unidentified collector at the Sotheby's sale, which brought in \$17.7 million, the second-highest total ever for an auction of contemporary art.

At a Christie's auction the night before, Francis Bacon's "Figure with Two Owls" was sold for \$1.3 million, and the artist's "Study for Portrait of P.L. No. 1" garnered \$850,000. But works by Jackson Pollock, Frank Stella, and Mark Rothko, among others, had no takers.

With \$7.8 million in sales, the Christie's auction earned significantly less than the pre-crash estimates of between \$9.3 million and

able companies. More companies have the dollar continue to rise.

"The industrialists will be really," says Mr. Clegg, looking at companies as popular. Deter, Dow G. and Hewlett-Packard.

John Koegel, an attorney who represents artists, dealers and collectors, believes that

"we've already seen the alleviation of the immediate fear of depression." But there is still considerable trepidation, he says, because of "the very close relationship between the health of the financial markets and the New York art market."

Mr. Koegel feels that gallery sales of contemporary art are going to suffer a bit. Rather than a general decline in prices, which dealers would resist, he sees "a cooling off of increases." But Mr. Feldman says "works that are not first-rate will probably drop in price."

Support for the market flows from the reluctance of owners of quality works to sell, and the view of many collectors that art represents a haven for their wealth in times of uncertainty.

"I spent the days after Black Monday frantically shaking the trees to see if I could find any apples to buy," reports Richard Feigen, a New York dealer. Far from being unsettled by foreboding talk, many owners said they "left safer in paintings than elsewhere," he says.

Mr. Feigen suggests that art could become "a haven for funds afraid to be in the dollar or the stock market." Observes Mr. Ainslee: "In hard times, people invest in tangibles."

For the big-money investors, though, the fluctuation of the stock market will matter little. Ikkai Sanada, a consultant to major Japanese collectors, who tend to favor Impressionists and modern masters over contemporaries, says his clients "view art as a long-term investment" and are "not really affected" by the stock market. Mr. Sanada's clients includes dealers in Japan and wealthy individuals, many of whom are entrepreneurs in the 40s.

This week's auction of works by the Impressionists will be closely watched for further evidence of the art market's health. Mr. Ainslee reports global interest in van Gogh's "Irises." "We know of buyers from at least five countries who are interested," he says.

After March's watershed auction of the artist's "Sunflowers" for \$39.9 million, it will be instructive to see whether "Irises" surpasses Mr. Ainslee's \$25 million to \$35 million estimate.

Mr. Sanada says he might have the right buyer. One of his clients, he says, "is seriously interested." But of course, he adds without a trace of irony, that's only "if the price doesn't go too excessively high."

## PROFILE

### Global Themes in a Post-Crash World

Continued from page 7

have an investment strategy which is robust to the unfolding events."

Geoff Lewis, WohldInvest's economist, says the two scenarios the firm envisaged "stood up fairly well" after the mid-October turning point in the markets.

The first called for moderate economic growth and inflation with the bulk of the downward adjustment in the U.S. dollar having already taken place. The second scenario foresees the possibility of a continued decline in the dollar giving rise to tighter U.S. monetary policy, driving up bond yields and increasing the odds of recession in the United States. However, the firm was much more optimistic on inflation than other firms.

"We thought the inflationary fears were unfounded," Mr. Lewis says. "We've certainly seen that inflationary bubble, which arose earlier this year, completely deflated."

Mr. Lewis said the scenarios led the firm to be "quite optimistic on the prospects of fixed income and correspondingly very worried about the prospect for equities."

The rethinking that has gone on since stocks came crashing down has produced pessimistic estimates of future economic growth.

### The firm is still bullish on Britain and Spain

Mr. Lewis says. He says the firm remains bullish on fixed-income instruments, with a typical balanced fund now weighted 60 percent in bonds.

"When it comes to choosing scenarios I think the vital factor which is going to help discriminate between them is what one assumes will happen to the fiscal policy debate in the U.S.," he says. The deficit deliberations, Mr. Lewis believes, are the starting point.

WohldInvest has not changed the weightings in their equity portfolios significantly since the market crash. The firm remains bearish when it comes to Japanese and German stocks. Even though Bonn lowered the Lombard rate last Thursday, Mr. Lewis still believes West Germany has not done enough to stimulate its economy.

By contrast, its portfolios reflect a bullish outlook for Britain and Spain. U.S. stocks still account for about 20 percent of their stock portfolios.

When it comes to British stocks, Margaret Paulus, an investment manager, says the firm has been concentrating on defensive investments and staying away from cyclical, economy-driven stocks. This has meant buying stocks in the consumer-oriented and interest rate-sensitive areas.

Among the firm's current holdings is Pleasurama whose hotels provide a ready cash flow and a highly visible asset base, Ms. Paulus says. The firm also favors Automated Security (Holdings) Ltd., which offers a range of security services from full-scale industrial surveillance systems to burglar alarms.

British Printing & Communication Corp. PLC, the Robert Maxwell publishing concern, is another stock held by the firm.

Ms. Paulus, who also specializes in Spanish equities, says the Madrid market fell significantly as foreign investors pulled out. But the sell-off, she contends, has created opportunities to buy stocks in sectors that had become too expensive before the crash, such as construction stocks.

## FUNDS

### London: A Jolt For Funds

Continued from page 7

thing of a flap in the industry. Typically, British unit trusts have priced their fund shares on a historical basis.

The net asset value of the shares at the end of the previous day is used to fix the price of a transaction.

Earlier this year, the Securities and Investment Board proposed that unit trusts adopt "forward pricing," meaning that the transaction would be based on the next calculation after the order was placed.

Forward pricing is the norm for U.S. mutual funds.

In a statement issued Oct. 27, the Unit Trust Association says "forward pricing" has proved unpopular with investors and went on record against the SIB proposal.

Mr. Staniford said the fact that managers were forced to temporarily adopt forward pricing in an emergency should not be used as an argument in support of using the system all the time.

For now, fund managers are more concerned with where the markets are headed and whether a wave of redemptions is in the making.

Industry observers say the possibility of a powerful redemption wave would be greatest during a rally or after prices have rebounded and stabilized.

In anticipation of a redemption rush, many fund managers raised cash by selling equities into a declining market so they would have money on hand. Perversely, this accelerated the market's downward spiral.

Before October's stock market

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World Index from Morgan Stanley Capital Int'l.

FROM STORING INFORMATION  
SEMICONDUCTOR  
MONDAY, NOVEMBER 9, 1987

EUROBONDS

## Sea of Official Liquidity Buoys Fixed-Rate Paper

By CARL GEWIRTZ  
*International Herald Tribune*

**P**ARIS — The storm of uncertainty swirling through markets since late October hit the foreign exchange market last week. But equity markets were bemused, waiting to see what Washington does about its budget deficit and where the dollar ultimately settles. Central banks, maintaining the stance they have taken since the crisis erupted, continued to pump massive amounts of liquidity into money markets.

Last week, the central banks made these huge outlays trying to stabilize the dollar. The officials met more success in calming securities markets than in steady the U.S. currency, but the dollar's decline, in the view of many analysts, was inevitable.

Bond markets were the major beneficiaries of the government action. The abundant liquidity translated into lower interest rates, and that fed a rush to buy fixed-income securities. Demand for paper denominated in Deutsche marks and yen was further boosted by foreign investors speculating on currency gains.

Even the dollar, weak as it was on the foreign exchange market, attracted buying. The U.S. Treasury auctions drew substantial demand last week from Japan, where investors borrowed dollars to buy the bonds since there was no immediate danger of prices falling. Using borrowed dollars to finance the purchases eliminated any currency risk.

However, U.S. bond prices eased late Friday. The market was unnerved by figures showing a surge in U.S. October nonfarm employment — taken as a sign that the economy was expanding faster than had been expected and reducing the chances of any further easing by the Fed.

But Salomon Brothers Inc.'s chief economist, Henry Kaufman, said that while "the Fed is likely to guard against encouraging market expectations of additional policy easing" monetary relaxation outside the United States and the likely cut in the U.S. budget deficit "will allow the monetary authorities to maintain their current stance."

**A**CCORDING TO Neal M. Soss, chief economist for First Boston Corp., "there is no risk over the next 30 to 90 days" of central banks tightening their monetary policies. He predicted that the Federal Reserve would not consider any tightening until the effects on personal wealth of October's crash in stock prices could be measured.

Economists are widely split on whether and by how much that drop in equity values will translate into a drop in U.S. consumer spending. Mr. Soss noted, for example, that a stock crash in 1962 had no negative effect on spending.

Given the difficulty in measuring the impact, Mr. Soss said he expects the Fed to maintain its easy money stance at least until a clearer picture on consumer attitudes emerges from the Christmas sales season.

Until then, he said, the Fed's major concern will be on tempering the fear stirred by the stock crash.

"Liquidity is the building block of all markets," he said. "Provision of liquidity provides greater financial stability."

That liquidity, however, was also the undoing of the dollar. Before the late October crisis in equity markets, interest rates on Eurodollar deposits were 4 percentage points over rates for Deutsche marks and yen, helping to attract investors into the U.S. currency.

By last week, with U.S. interest rates falling faster than the others, the differential was down to 3.3 points against the mark and 3 points against the yen — a level that the foreign exchange market deemed inadequate given the high probability that the dollar would decline in value.

But now that it has, analysts say, all that's missing to justify a new meeting of finance ministers from the seven leading industrialized nations is a U.S. commitment to cut its budget deficit. Then, all the ingredients will be in place to reconstitute the Louvre accord that sought to stabilize exchange rates through economic policy coordination.

"The most likely outcome," Credit Suisse First Boston said in its weekly market comment, "is some kind of U.S. budget package early this week followed by a formal meeting of the Group of Seven at which target ranges for the dollar and a round of joint interest cuts will be renegotiated."

It estimated the new dollar trading targets at 1.60 to 1.80 DM and 1.25 to 1.45 yen. The U.S. currency closed in New York on Friday near the middle of these values, at 1.6705 DM and 1.34.95 yen.

The only bond market not to have benefited last week was in France. The French Treasury had no sooner finished selling 4 billion francs worth of bonds to underwriters when the Banque de France.

See BONDS, Page 15

## Currency Rates

| Cross Rates |        | Nov. 6 |        |        |        |        |         |        |        |
|-------------|--------|--------|--------|--------|--------|--------|---------|--------|--------|
|             |        | U.S.   | DM     | FF     | HL     | GBP    | JPY     | Sw.    | Yen    |
| Amsterdam   | 1,249  | 1,1248 | 0,9713 | 0,9377 | 0,9486 | 0,8777 | 16,4025 | 1,0027 | 1,0027 |
| Brussels    | 1,213  | 1,1253 | 0,9715 | 0,9378 | 0,9487 | 0,8781 | 17,2135 | 1,024  | 1,024  |
| Frankfurt   | 2,294  | 2,1968 | 1,9118 | 1,7549 | 1,7352 | 1,6249 | 22,5465 | 1,011  | 1,011  |
| London      | 1,213  | 1,1253 | 0,9715 | 0,9378 | 0,9487 | 0,8781 | 17,2135 | 1,024  | 1,024  |
| Paris       | 1,2474 | 1,2224 | 1,0725 | 0,9721 | 0,9525 | 0,8525 | 20,277  | 1,0021 | 1,0021 |
| Paris       | 1,2170 | 1,1253 | 0,9715 | 0,9378 | 0,9487 | 0,8781 | 17,2135 | 1,024  | 1,024  |
| New York    | 1,0425 | 10,155 | 3,399  | 1,2525 | 1,2525 | 1,1255 | 1,024   | 1,024  | 1,024  |
| Tokyo       | 12,48  | 2,0418 | 1,0101 | 0,9279 | 0,9279 | 0,8524 | 71,85   | 3,8514 | 97,97  |
| Zurich      | 1,2111 | 1,2221 | 1,0725 | 0,9721 | 0,9525 | 0,8525 | 17,2135 | 1,024  | 1,024  |
| Yen         | 1,2111 | 1,2221 | 1,0725 | 0,9721 | 0,9525 | 0,8524 | 17,2135 | 1,024  | 1,024  |
| 1 ECU       | 1,2111 | 1,2221 | 1,0725 | 0,9721 | 0,9525 | 0,8524 | 17,2135 | 1,024  | 1,024  |
| 1 USD       | 1,2111 | 1,2221 | 1,0725 | 0,9721 | 0,9525 | 0,8524 | 17,2135 | 1,024  | 1,024  |

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## Weekly International Bond Prices

Provided by Credit Suisse First Boston Securities, London, Tel.: 01-623-1277.

Prices may vary according to market conditions and other factors.

November 5

### Dollar Straights

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## New International Bond Issues

Compiled by Laurence Desvillettes

| Issuer                            | Amount<br>(millions) | Mat. | Coup.<br>% | Price<br>and<br>week | Terms   |
|-----------------------------------|----------------------|------|------------|----------------------|---|
| <b>FLOATING RATE NOTES</b>        |                      |      |            |                      |   |
| Fish 2                            | \$ 35                | 1992 | 0.21       | 100.10               | — Over 6-month Libor. Noncallable. Fees 0.11%. Denominations \$100,000.   |
| Konsorti-Okale-<br>Pozzi          | \$ 50                | 1990 | 14         | 100%                 | — Over the U.S. Treasury bond due Aug. 1997, semiannually. Noncallable. Redemption at maturity 70% in U.S. dollars and 30% in NY dollars. Fees 0.175%. Denominations \$1 million. |
| Sprint Three                      | \$ 30                | 1992 | 0.24       | 100.10               | — Over 6-month Libor. Noncallable. Fees 0.15%. Denominations \$100,000.   |
| Investors in Industry<br>(Int'l.) | £ 125                | 1994 | 1%         | 100                  | — Over 3-month Libor. Callable at par in 1992. Fees 0.65%.  |
| Sunrise Australia<br>Leasing      | NZ\$ 50              | 1992 | 0.45       | 100.10               | — Below the 6-month Bank bill rate. Redemptions at par on each interest payment date. Fees 0.10%. Denominations NZ\$100,000.  |
| Craigem Finance                   | Y 15,000             | 1992 | 0.55       | 100%                 | — Below the Japanese long-term prime rate, semiannually. Noncallable. Fees 0.30%. Denominations 10 million yen.   |
| ENE                               | Y 10,000             | 1992 | 0.55       | 100.10               | — Below the Japanese long-term prime rate, semiannually. Noncallable. Fees 0.15%. Denominations 10 million yen.   |
| Tokyo Electric Power              | Y 60,000             | 1992 | 0.55       | 100.30               | — Below the Japanese long-term prime rate, semiannually. Callable at par in 1992. Fees 0.40%. Denominations 10 million yen.   |
| <b>FIXED-COUPON</b>               |                      |      |            |                      |   |
| Austria                           | DM 250               | 1990 | 8 1/2      | 100%                 | 99.63 Noncallable. Fees 1.90%. Denominations \$10,000.  |
| Deutsche Bank<br>Finance          | DM 500               | 1993 | 5 1/2      | 100                  | 99.00 Noncallable. Fees 1.14%.  |
| European Investment<br>Bank       | DM 300               | 1995 | 6 1/2      | 100                  | 99.50 Noncallable. Fees 1.90%.  |
| Compagnie Bancaire                | £ 50                 | 1992 | 10         | 101%                 | 99.25 Noncallable. Fees 1.70%.  |
| Ford Credit Funding               | £ 50                 | 1992 | 9%         | 101%                 | 98.88 Noncallable. Fees 1.70%.  |
| World Bank                        | £ 150                | 2007 | 9%         | 96                   | 93.75 Noncallable. 30% payable on subscription and balances in June, 1988. Fees 2.00%.  |
| Financing for Danish<br>Industry  | DK 300               | 1991 | 11         | 100%                 | 98.75 Noncallable. Fees 1.90%.  |
| Vienna City                       | DK 350               | 1994 | 11 1/2     | 101%                 | 99.25 Noncallable. Fees 1.90%.  |
| European Community                | ECU 50               | 1994 | 7%         | 97 1/2               | 96.88 Noncallable. Fees not disclosed.  |
| African Development               | Y 15,000             | 1992 | 5%         | 101 1/2              | 99.38 Noncallable. Fees 1.90%.  |

## Creditors Relax Rates, Fee for Fecsa

By Carl Gewirtz  
*International Herald Tribune*

PARIS — Negotiators representing the international banking community have reached an agreement in principle with the private Spanish utility company Fecsa on a plan to restructure its debt.

The proposal, which banks will be asked to approve later this month, contains some unusual features. The most striking of these is the elimination during the first three years of the 10-year restructuring agreement of any margin over the base lending rate.

In the following three years, Fecsa will pay a margin of 3/4 point over the London interbank offered rate or whatever other base rate is used. In the final four years, the margin rises to 1 1/2 point over the base rate. This compares with an average cost of about 3/4 point that Fecsa had been paying.

In addition, Fecsa is not being asked to pay creditors a fee for rescheduling the debt.

In the early days of the debt crisis, such bank charges ran as high as 1 1/2 percent. But the most recent rescheduling agreements with Mexico and Argentina already eliminated those fees.

Bankers said that the waiver of the fee and the absence of any margin during the first three years is explained by two factors: Fecsa is not asking for any new money — whereas reschedulings by developing countries entail substantial new loans — and banks will receive an initial payment on existing debt.

In addition, lenders will have a currency option enabling them to switch the denomination of their loans to any currency in which the company already borrows.

The official explanation for the Libor-flat fee is that a reduction in the company's interest costs during the first three years is necessary to establish its financial health.

Although the banks were unwilling to say so, it was clear that the foreign creditors had to be seen as

making some sacrifice to match the contribution that domestic financial institutions and the government are making to put the power company's finances on a sound footing.

Domestic institutions will be providing new capital amounting to 83 billion pesetas, and the government has agreed to allow the company to raise its tariffs. The government also will restructure the system, which averages the costs of all utilities in a way that is more favorable to Fecsa.

How much Fecsa initially will repay banks has not been made

### INTERNATIONAL CREDIT

In France, Aerospatiale is in the market for a five-year multi-option facility of 3 billion francs. Drawings may be made in francs or other Eurocurrencies but because of the domestic franc option is open only to banks operating in France.

The annual facility fee is 5 basis points, but other details were not divulged until underwriters received their formal invitation early this week.

Despite the high volume of French companies tapping the market in operations designed to restructure existing bank lines and lower costs, there is obviously no lack of liquidity. Laffarge Copper, which entered the market seeking a credit of \$450 million European currency units, will be put to international banks next week, members of the negotiating committee said.

The proposal to resolve the financial crisis of Fecsa, which provides power to a large area of northern Spain, will be put to international banks next week, members of the negotiating committee said.

Other highlights in the international credit market last week included a \$250 million credit facility for Union Carbide Corp. The chemical company, which is still negotiating with India on the cost of the accident at its plant in Bhopal, will pay a margin of 3 1/2 basis points over Libor and an annual facility fee of 13 1/2 basis points.

**BONDS: Prices Buoyed by Sea of Official Liquidity**

(Continued from first finance page) France hiked money-market rates. The move, announced simultaneously with a cut in West German rates, was aimed at taking pressure off the franc in the European Monetary System.

The rate hike left the French banks sitting on a 3 percent loss on their bonds.

However, the rate increase was only a temporary move aimed at discouraging speculation against the franc. Anemic economic growth in France does not justify higher rates and the increase is expected to be rolled back as soon as the Group of Seven can meet.

In the Eurodollar bond market, Austria issued \$250 million of three-year notes, which met strong demand. The paper, bearing a coupon of 8 1/2 percent and priced at 100%, was offered to yield 7 1/2 basis points, or 3/4 percentage point, more than comparably dated U.S. government paper.

A month ago, Austria would have been able to issue paper at a spread of 40 basis points. However, the demand was so great that within hours the Austrian paper was trading at a spread of 50 basis points.

Dealers said institutional clients who had lost money in the stock market were moving massively back into bonds. And the higher yields available on Eurodollar paper was attracting investors away from the U.S. bond market.

Credit Suisse First Boston reported that yields on five-year Eurodollar bonds last week were 56 basis points over Treasury paper, down from 71 basis points a week earlier.

In the Deutsche mark sector, Deutsche Bank Finance NV issued

## Fed Was Tightening Policy Before Stock Market Drop

The Associated Press

WASHINGTON — The Federal Reserve Board was tightening U.S. credit conditions in the weeks before last month's stock market dive, according to minutes of a meeting of the Fed's policy-making body.

That move to tighten credit, initially signaled on Sept. 4 by a half-point increase in the Fed's discount rate to 6 percent, has been cited by analysts as a contributing factor to the record 508-point drop in the Dow Jones industrial average on Oct. 19.

The Federal Open Market Committee voted unanimously on Sept. 22 place slightly tighter controls on money growth because of concerns about inflation, according to minutes released on Friday. Specifically, Fed officials voted to maintain "the slightly firmer degree of reserve pressure that had been sought in recent weeks."

The minutes also revealed that officials of the central bank, concerned about the economic shock of the stock market plunge, held daily telephone meetings from Oct. 19 through Oct. 30.

The Fed said its policy makers agreed "on the need for special flexibility in open market operations" during this period.

While the minutes do not explain what "special flexibility" meant, the Fed has moved aggressively since Oct. 19 to ensure that the banking system had sufficient funds to weather the stock market crisis. As a result of its efforts to add liquidity, money-market interest rates have fallen sharply.

The FOMC, which includes Fed board members and presidents of regional Federal Reserve banks, met again on Tuesday. The minutes of that meeting will not be released until late December. But private economists believe that the Fed decided to continue driving interest rates lower to keep the economy from toppling into a recession.

## VACUUM: After Stock Rout, the West Resembles a 'Convoy With No Admiral'

(Continued from Page 1)

gain world stature, in West Germany, Chancellor Helmut Kohl, not a charismatic figure at the best of times, has hardly been heard from since the crisis erupted.

Mr. Schmidt believes that the best the West can do is muddle through until 1989 in the hope that the next American president will provide more effective leadership. Many others, however, believe that the situation is more urgent.

Western governments, said one former top European diplomat, are not just failing to respond to the crisis through concerted international leadership. They are actually slipping backwards into a blighted and self-righteous nationalism that is making cooperation more difficult.

Everyone, he asserted, that West Germany must stimulate its economy except the West Germans, who are living in their own "dream world." The same goes for Japan.

Everyone also knows that the United States must take quick and decisive action to cut the budget deficit, except, apparently, the people in Washington who have to make the decisions.

The widespread view in Western Europe is that the U.S. Congress has been just as remiss as Mr. Reagan in failing to rise to the occasion

and in forsaking international responsibility.

It is not just a question of coping with the latest crisis. The West, it is commonly agreed, is reaching the end of the post-World War II phase in which the United States could exercise unique and undisputed economic leadership.

But the Western decision-making system has not adapted to reflect the changing realities of power, in particular the growing economic weight of West Germany and Japan.

The stock market collapse has only underlined the point. It is usually recognized that whatever action Washington now takes, it cannot solve the problems of the world economy by itself. West Germany and Japan also have to have the political courage to make an economic contribution.

The word "hegemony" is much in vogue in intellectual circles for describing what the United States is losing. According to Webster's dictionary, hegemony is "preponderant influence or authority, especially of one nation over others."

He contends that the division of power under the U.S. Constitution prevents any American president from becoming a powerful leader as, say, Bismarck in the 19th century or de Gaulle in the 20th.

The constitution, designed for the 18th century, also slows down decision-making in today's much faster world, he argues.

That is not just true of the Unit-

ed States, Mr. Kennedy says. As the French newspaper *Le Monde*, which abruptly announced the end of American hegemony a week ago, ed the Oct. 19 plunge in share prices.

But there is general agreement that the relative decline in U.S. economic power, in both the world and in the West, must lead to some reduction in U.S. influence — at least in economic, as opposed to strategic, decision-making.

The United States still wants to keep all the chips and call all the shots," said Robert Hanmer, Director of European Studies at Washington's Center for Strategic and International Studies. "But it is not prepared to pay the tab, which is to accept domestic political pain and economic discipline."

He and other experts agree that the United States must hand over some "real responsibility for economic management" to Japan and West Germany if the West is to emerge from its predicament.

A "multipolar" system is now evolving in which West Germany and Japan will have more influence, said Dominique Moïse, associate director of the French Institute for International Relations.

But it is a much more difficult system to run, and there are as yet no rules of the game.

The fundamental question is whether West Germany and Japan are ready for the enormous political and psychological leap such a new role would require.

Judging from their unorthodox behavior over the past three weeks and the ineffectiveness of their current leaders, one senior European diplomat said, the answer must be no.

Mr. Schmidt insists that both countries are still totally disquali-

fied from world leadership because of their status as perpetrators and losers of World War II.

Europe could produce a leader if the European Community were a single economic and political entity, but that has not happened, Mr. Schmidt says.

Many believe that the annual summit meetings, attended by the leaders of the United States, Japan, West Germany, France, Britain, Italy and Canada, could provide the framework for the new multipolar leadership.

But the summits do not have a record of decisive action. Each leader tends to bring the concerns of his constituents to the table, not those of the wider world, and spend far too much time posing for the television cameras.

Finance ministers and central bankers may be able to patch up a solution that will get the West through the coming months. But they cannot fill the vacuum at the top.

There is some hope that lessons will be learned. If political forces do not convince West Germany and Japan that they have to take over some of the burden from the United States, the market will, says Mr. Hunter.

### SELECTED U.S.A./U.K. BONITIONS

|                      | BID | ASK    |
|----------------------|-----|--------|
| Alan Jones Pit Stop  | 2%  | 2%     |
| Bitter Corp.         | 2%  | 2%     |
| Chiron               | 14  | 14 1/2 |
| GoodMark Food        | 9%  | 9%     |
| MAG Holdings         | 1%  | 2      |
| NAV-AIR              | —   | 1/2    |
| Not Business Systems | 10% | 10%    |

WITH COMPLIMENTS OF  
CONTINENTAL AMERICAN

These are indicative stock prices

The Oberoi, Bombay.  
When everything has to be just right



RESERVATIONS THROUGH YOUR TRAVEL AGENT  
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## NASDAQ National Market

**OTC Consolidated trading for week ended Friday**

## International Bond Prices

## DM Zero Coupons

## DM Zero Coupons

| Issuer                 | Mat | Price | Yld    | Mat  |
|------------------------|-----|-------|--------|------|
| <b>DM Zero Coupons</b> |     |       |        |      |
| 1 B                    | 6   | 97    | 94.15  | 6.46 |
| 1 B                    | 6%  | 97    | 97.25  | 5.57 |
| 1 B 2. Apr             | 6%  | 97    | 97.55  | 5.57 |
| 1 B                    | 6%  | 97    | 101.35 | 4.55 |
| 1 B                    | 7%  | 97    | 103.40 | 4.07 |
| 1 B                    | 5%  | 96    | 98.50  | 7.09 |
| 1 B                    | 6   | 16    | 78.70  | 10.0 |
| urofima                | 7%  | 96    | 103.15 | 4.49 |
| urofima                | 7%  | 96    | 103.15 | 6.17 |
| urofima                | 10% | 92    | 104.45 | 8.27 |
| urofima                | 7%  | 94    | 104.75 | 4.55 |
| urofima                | 9   | 94    | 106.25 | 7.28 |
| urofima                | 7%  | 94    | 108.00 | 4.43 |
| urofima                | 6%  | 94    | 94.50  | 7.19 |
| urofima                | 6%  | 97    | 95.00  | 7.09 |
| A D B                  | 6%  | 94    | 99.00  | 7.00 |
| A D B                  | 5%  | 95    | 107.00 | 5.23 |
|                        |     |       | 9.11   |      |

## **ECU Straights**

| ECU Straights |
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| Yld Curr      |

# ECU Straight

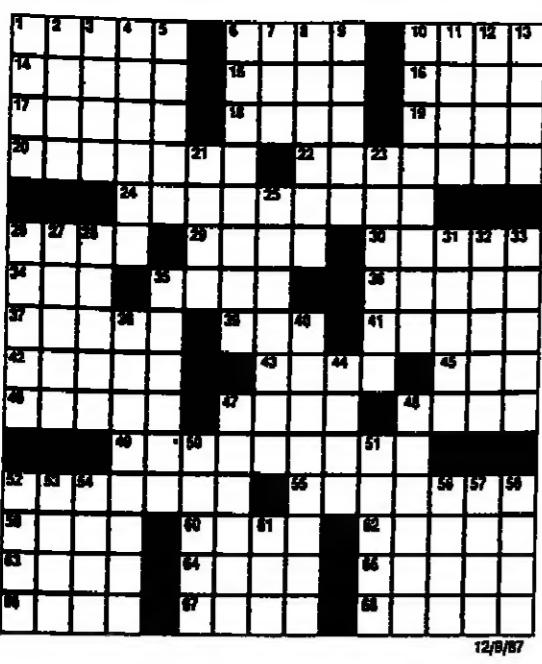
## **Yen Straights**

## American Exchange Options

*Figures as of close of trading Friday.*

## Chicago Exchange Options

*Figures as of close of trading Friday.*



**ACROSS**

- 1 Yellow stone
- 2 Shear
- 3 Dumbfound
- 4 Jug
- 5 Storyteller's material
- 6 ... the playing fields
- 7 Knotty
- 8 Wind instrument
- 9 Mole's prey
- 10 Lily of opera
- 11 Carlo Menotti
- 12 Furora
- 13 Spanish landlady
- 14 Rooster's cap
- 15 Accustom
- 16 Carp
- 17 "Heldenleben": Strauss
- 18 Wristlet
- 19 Macduff, at one time
- 20 Savoir-faire
- 21 SAEF sector
- 22 Mambo-like dance

**DOWN**

- 1 Change course
- 2 Site of Muscat
- 3 Yugoslav coin
- 4 Atlantic island
- 5 Atlantic
- 6 Manufacturer's need
- 7 Arista
- 8 Fame
- 9 Urus Major
- 10 Fulton's steamboat
- 11 Novelist
- 12 Ferrum
- 13 Tony of baseball
- 14 Writer of westerns
- 15 Man from the Yard
- 16 Sentences to prison
- 17 Seminole chief
- 18 SW plant
- 19 God for fuel
- 20 Powerful
- 21 Love for Picado
- 22 Branches
- 23 Fanfare
- 24 Forbids
- 25 Actor
- 26 Guiness
- 27 Rents
- 28 Some on Wall Street
- 29 Sleep-producing Broadway musical
- 30 Face to spend direction
- 31 Above: Comb. form
- 32 Two
- 33 Four-somes
- 34 Pierce
- 35 Bomb
- 36 Argon's kin
- 37 Por for Pedro
- 38 Some on Wall Street
- 39 Sleep-producing Broadway musical
- 40 Face to spend direction
- 41 Above: Comb. form
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- 46 Por for Pedro
- 47 Distinctive air
- 48 Writer of westerns
- 49 Man from the Yard
- 50 Sentences to prison
- 51 Seminole chief
- 52 SW plant
- 53 Love for Picado
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- 590 Face to spend direction
- 591 Above: Comb. form
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- 593 Four-somes
- 594 Pierce
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- 6

## SPORTS

**Oklahoma Wins, 29-10, But Loses 2 Key Players**

Compiled by Our Staff From Dispatchers

**NORMAN, Oklahoma** — Top-ranked Oklahoma found a way to beat No. 12 Oklahoma State on Saturday, but now must find a way to stay No. 1 without quarterback Jamelle Holloway and fullback Lynn Carr.

Holloway and Carr went out with knee injuries during the Sooners' 29-

10 victory over the Cowboys; both will miss the rest of the season.

"We lost two great players," said Coach Barry Switzer. "Jamel Holloway will be operated on and Lynn Carr has a ligament damage and will be in a cast for the rest of the season."

Holloway is Oklahoma's leading rusher this season with 919 yards and Carr is second with 673.

Substitute fullback Ronnie Anderson, a junior, entered the game Saturday in the first series after Carr was injured. Anderson carried the ball 30 times for 191 yards. Before he was injured, Holloway added 123 yards, as the Sooners rushed for 413.

Holloway, a junior, injured his left knee on a run in the fourth quarter.

The costly victory raised Switzer's career record to 146-25-4, putting him ahead of Bud Wilkinson as the winningest coach of the school's history.

The Sooners are 9-0 overall and 5-0 in the Big Eight Conference. Oklahoma State dropped to 7-2 and 3-2, with its other loss coming against No. 2 Nebraska.

Oklahoma will play at home next week against Missouri and finish the season Nov. 21 at Nebraska, a game that figures to decide the top team in the country heading into bowl season. The winner will play in the Orange Bowl.

Switzer and Holloway would be replaced by Charles Thompson, a freshman who has played extensively this season in the backup role. Anderson will replace Carr.

**Nebraska 42, Iowa State 3: In**

Lincoln, Nebraska, I-back Keith Jones gained a career-high 240 yards on 15 carries and scored two touchdowns as Nebraska improved to 9-0 overall and 5-0 in the Big Eight. The Cornhuskers have outscored conference opponents by 223-15.

**Florida 34, Auburn 6: In** Auburn, Alabama, Danny McMains threw three touchdown passes and Derek Schmidt kicked two field goals and four extra points to become the leading scorer in National Collegiate Athletic Association history with 370 points as Florida State took advantage of five first-half turnovers.

**UCLA 52, Oregon State 17: In** Corvallis, Oregon, Troy Aikman threw for two touchdowns and Eric Bell, replacing the injured Gaston Green, ran for three more scores, boosting seventh-ranked UCLA to 8-1 overall and 4-1 in the Pacific 10 Conference.

**Syracuse 34, Navy 10: In** Annapolis, Maryland, senior quarterback Don McPherson completed 11 of 20 passes for 197 yards and touchdowns to wide receiver Deval Glover and Tommy Kane as bowl-bound Syracuse improved to 9-0.

**Carolina 13, North Carolina 10:** In Chapel Hill, North Carolina, David Treadwell kicked a 30-yard field goal with 32 seconds to play, giving the Tigers, 5-1 in the Atlantic Coast Conference and 8-1 overall, a shot at winning the league championship next week against Maryland.

**Georgia 22, Florida 16: In** Jacksonville, Florida, freshman Rodney Hampton gained 103 yards, Lars Tate scored on two one-yard runs and Georgia held fullback Emmitt Smith to 46 yards in 13 carries.

**Michigan State 45, Purdue 3: In** East Lansing, Michigan, Blake East rushed for 151 yards and Lorenzo White ran for 144 to set up Michigan State for a showdown next week against Indiana. A victory would send the Spartans, 5-1 in Big Ten play, to the Rose Bowl for the first time since 1966.

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## LANGUAGE

## A Crash Is a Fall Is a Drop Is a . . .

The Global Newspaper  
Edited and Published  
in Paris  
10

## A Marketing Man Sells Water to the Irish

*International Herald Tribune*  
PARIS — Geoff D. Read is a 32-year-old marketing expert from Dublin who wears a blue blazer, carries an attaché case and is tired of Ireland's image as the land of shamrocks and leprechauns. But the lilt of Irish laughter undoubtedly accompanies him all the way to the bank because he has opened a world market for one of County Limerick's chief products: rain.

It isn't that Geoff Read sells rain — that would smack of the blame he so dislikes — but that he markets the result of an annual rainfall of five million cubic meters



MARY BLUME

that is trapped in a limestone aquifer of the lower Carboniferous Age. In other words, he sells mineral water.

His Ballygowan Irish Spring Water, in a distinctive green bottle, is sold not only in Ireland but in continental Europe and, as of a few weeks, in four test markets in the United States where it is distributed by Anheuser-Busch.

He has even made inroads in France, where a ship chandler in Brest takes on Ballygowan in tins and where, in 1986, Read won the international grocery Oscar at a Paris trade fair for the best non-alcoholic beverage.

"That was very pleasing," he says. "because the judges were sitting with bottles of Perrier when they presented the Oscar. I next time I was up there I'd expect to see them drinking Ballygowan." Perrier had 95 percent of the Irish mineral water market in 1984, when Ballygowan was launched. Read says, it now has only 15 percent.

The Ballygowan spring is on the site of the 300-year-old St. David's well, which refreshed the Knights Templar on their way to fight the infidel. The spring is next to a handsome Norman ruin, Desmond Castle, and is located in the midst of lush farmland.

"I hate to say it but the water was used to cure madness," Read says. "To cleanse people of the fairies. It sounds weird but I'm sure it meant something in those days."

Read would as soon consign the fairies to the Celtic twilight and isn't really thrilled that on the U.S. label Desmond Castle looks rather Disneyish and twee. Nor is he thrilled that the U.S. distributors will make their big push towards St. Patrick's day, a holiday not noted for consumption of mineral water.

"The ethnic market may be there but there's no historical evidence that they buy Irish products over all others. I don't think the shamrock and leprechaun image helps sell high quality consumer products."

His pitch emphasizes that the spring is a landscape gardener and male model as a

"A kick out of people drinking something that came out of the air."

vailing winds assure protection from acid rain and pollution. No pesticides or herbicides are used on the land surrounding the spring, and there is no industry or intensive farming.

"Ireland is so easily associated with fresh springs and green fields and purity in that sense," Read says. "That's our real strength."

Read thought of the name Ballygowan — "I thought it had a nice ring to it" — before he actually had a product. He came to mineral waters via studies in electronics and a job in London with a shoe company where he learned about marketing and became a designer of cowboy boots because that was what customers wanted. "It was marketing in a very pure sense," he says.

Read, who is 6 foot 3, kept hanging his head against doorways as he ambled about in his high-heeled boots and he had sore feet because the toes were very pointed. He returned to Ireland in 1979 and took a government-sponsored start-your-own-business course, supporting himself as a landscape gardener and male model and

deciding that mineral water was the ideal product to sell under the Ballygowan label.

"The weekends would be spent filling bottles of water and bringing them to my parents' house and labeling them on the kitchen table." Market testing showed a good response and he went south to find a better spring.

He found the company's present spring, which was at that time the site of a soft drink bottling plant run by Richard Nash. In 1984 Nash and Read went into partnership (Anheuser-Busch Beverage Group Inc. took over a majority share in 1986) and Read's present position is marketing director. The Ballygowan range consists of flat and sparkling waters and fruit-flavored drinks.

"The more people told me I was nuts the more I was determined to prove them wrong," Read says. Today Ballygowan is used as a case study for marketing courses and Read's photograph is used to promote the start-your-own-business scheme he participated in.

With a strained budget, he was quick to

seize on free advertising opportunities and soon learned that no one would take offense at being seen with a glass of Irish water. Ballygowan was adopted by politicians of all parties.

"I used to push the product in front of them when they were having a press conference. Eventually they started doing it themselves so that every time they were on the television or in newspapers, in front of them was lined up bottles of Ballygowan."

The heavily carbonated sparkling water has a strong flavor because of its high calcium, low sodium content. Aside from cleansing users of the fairies, it should help prevent cholesterol buildup, but Read doesn't want to emphasize the health angle.

"To me that's a different market. There are the extra things we have to offer — that it tastes better, that it's Irish, that it comes from the western seaboard of Europe, it's from a source that was discovered 800 years ago, it's a hard water which is very much in vogue now. To play up the health angle is to negate the rest."

Ballygowan has been used to cure eczema but then it has also been put in car batteries and radiators. "I met a guy who cooks carrots in the sparkling water because it makes them nice and fluffy."

Irishmen who don't give a fig for fluffy carrots drink their Ballygowan with vodka or with white wine in a spritzer. They don't, like Perrier drinkers, add a slice of lemon.

"They're much less into dressing up drinks in Ireland than they are in the States. For example, they don't chill the glasses, they very rarely chill the bottle. Presentation is a problem — so many people just pour it into a glass and give it to you."

Read hopes in 1988, with the opening of the U.S. market, to do a volume of eight million Irish pounds. The Irish turnover is 2.5 million pounds and there are thoughts of turning the company's 40 acres of land into a tourist attraction (Anheuser-Busch is also in the theme park business) which means that, despite Read's prejudice, leprechauns and shamrocks will abound. There is also talk of a cosmetics branch, the product being a natural for a moisturizer.

All in all, not a bad start for the mere product of a heavy rainfall. "Money isn't the motivating factor," Read says. "I get a great kick out of people. I've never met before drinking something that just came out of the air."

Romantic Ireland may be dead, but marketing and blame may not, after all, be that far apart. In any case, to satisfy tradition, Read says there's even an Irish joke about his product, directed at the country's supposedly slow-witted southerners.

"What's a Kerry cocktail?" he says. "Ballygowan and water."

By William Safire  
WASHINGTON — On black Monday, *crash* was the word most frequently used at first to describe the 508-point drop in the Dow Jones industrial average that occurred Oct. 19, 1987, a day that many investors think will live in infamy. Donald T. Regan, former Treasury secretary, called C-Day "black and blue Monday." The grasping firmly at the aforementioned alliterative possibilities (The most recent sense of the term is "ultimate nuclear-reactor accident," although the word *meltdown*, originated in the ice-cream industry in the 1930s, according to the vanilla king Norman Beck of Beverly Hills, California.)

Phelan Jr., unflappable chairman of the New York Stock Exchange, apparently responding to the use of the word in a question, "I wouldn't want to be around for one worse than this," USA Today headlined this as "Market 'Meltdown,'" grasping firmly at the aforementioned alliterative possibilities.

(The most recent sense of the term is "ultimate nuclear-reactor accident," although the word *meltdown*, originated in the ice-cream industry in the 1930s, according to the vanilla king Norman Beck of Beverly Hills, California.)

Let's hit the thesaurus key on the

Xywrite word-processing program

and see what is left to denote a

sudden fall: *tumble* is still available,

though that has a jocular quality,

and *setback* and *downturn* are far

too mild. *Shambles* does not have

the requisite suddenness in decline for

this financial terminology, since it

is often used as a synonym for

"mild recession." Here's a good

verb: *plummet*, from the Latin for

the heavy metal we call lead, which

sinks faster than most elements.

This thesaurus does not have

*shakesout*, a market term falling be-

neath the harsh *crash* and the more

neutral *drop*.

In the news business, The New

York Times used both *plunge* and

*drop*: "Stocks Plunge 508 Points, A

Drop of 22.6%"; later in the week,

sensitive to the scariness of *plunge*,

the Times gave readers a lesson in

synonymy: "Stocks Fall, But Avert

Plunge."

The Associated Press alternated

between *plunge* and *decline*: At The

Washington Post, *drop* was the key

verb with *plunge* in the subhead,

although its financial columnist,

Robert Kotick, chose the more vivi-

colous *collapse*.

Fall does not have the needed

suddenness, or quality of the unex-

pected, implicit in *crash* or even

*drop*, but do not underestimate this

short verb; it recalls the fall of the

rebellious angel, Lucifer, and post-

mortems on the market are sure to

be headlined "After the Fall."

Hence, loathed Melancholy: re-

bound has its family — *bounceback*,

*snapback*, *comeback*, *recovery*, etc.

THE Presidential Campaign

Hotline is a computerized information service put out by the American Political Network. It was down-

loading its stuff the other day when

I came across a memory-logging sta-

tment by Democratic presidential

candidate Paul Simon of Illinois.

(Download is computeruse for

receive from a larger computer into

a smaller unit; the opposite of

*upload*, from a small to a larger

computer — both locutions of

the stock market, suggesting some

"had been

taking credit for the rain and now

take the blame for the drought."

That was an unconscious

steal from Dwight W. Morrow, the

banker who became President Coolidge's ambassador to Mexico.

"I'm not a neo-anything," shrew-

ishly putting down neoconservati-

ves and neo-liberals — actually, Simon is a post-modern neofeminist,

which means "old-fashioned Ne-

Dealers"). He's a San Antonio

audience, "On fiscal policy, I am

conservative."

That triggered a synapse in my

head attached to "dynamic-conserv-

atism," a semi-oxymoron favored

by President Eisenhower, who also

fiddled around with "moderate pro-

gressivism."

Admiral Stevenson of Illinois, pre-

paring to run against the

unbeatable Ike for the second

term, had this to say:

"I am not sure what dynamic

moderation or moderate dynamism

means. I am not even sure what it

means when one says that he is a

conservative in fiscal affairs and a

liberal in human affairs. I assume

what he means is that you will

strongly recommend the building

of a great many schools to accom-

modate the needs of our children,

but you will not provide the money.

A similar instance of uncon-

sious harking back came out of the mouth of Nicaragua's Daniel Ortega Saavedra. Asked why he re-

quested to conduct direct talks with the contra leader Adolfo Calero, Ortega said, "We have nothing to talk about with Mr. Calero, because the owner of the circus and not with the clowns."

The predecessor metaphor was

in a line attributed to Winston Churchill. When the British ambas-

sador in Rome asked him if he

thought Churchill would be

wiser than he was, Churchill

replied: "Never hold discussions

with monkeys when the organ-

grinder is in the room."

If this keeps up, we will turn into

a nation of paramedics, all with